



SHREWSBURY
BUSINESS CHAMBER
Chamber Magazine Issue 1 2016



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Chairman's foreword

EU - IN OR OUT?

Welcome to this Spring 2016 issue of the Chamber Magazine. I do hope you find it useful. You can of course print it out for yourself, but we do have a limited number printed. If you would like to have a few for your reception area then do contact us, and we will see what can be done to have them delivered to you. We do try to avoid postage as it's expensive, but we can usually find an alternative. Then send us your news. We want to know what you have been up to or what your concerns are.

As this magazine shows we are a very busy group. We are growing steadily in numbers and more of you are coming to the monthly meetings. We have had some excellent speakers lately and our Current Topics team have had very useful information about planning and highways matters. We would like to see more of you though so do try to come along. There are plenty of interesting and informative events and some great social opportunities coming up. So take the plunge and put them in your diary. I am certain you will be welcomed by one and all.

The next BIG THING we are running is a debate for the EU Referendum. Whatever your decision, or if you've yet to decide, this will be a must for all business owners in Shrewsbury. We need to know what the results of the referendum will be as it affects us all so directly. Come along, listen to the experts, have your say and then hopefully you can go away and make an informed vote. Then we have some more social events on the horizon. A visit to the prison and the annual Flower Show breakfast are not far away. Book the latter early, as I know it will be very popular again.

Recently we have had a few requests for the names and contact details of members to be available to other members. I suspect many of you will think we already share this data but we have never done so because of Data Protection Legislation. We do want to offer this to members, so on your next annual subscription invoice there will be an 'opt out' box. If you do not reply we will assume you are happy to allow this and a new section on the website will be created.

Looking forward to seeing you in the coming months!

Regards,

Val Edwards, Partner
Hatchers Solicitors LLP

Members' networking

EU DEBATE AND PRISON VISIT BOOST CHAMBER NETWORKING CALENDAR

With an EU referendum only weeks away, and conflicting information from both sides, an additional networking meeting to the Chamber calendar will ensure that local individuals and businesses will be able to make an informed vote.

An EU Referendum Debate, which will be held at 6pm on Thursday 26th May at Shrewsbury College's London Road-based Origins Restaurant and Clayton Hall, will be compered by Eric Smith of BBC Radio Shropshire. Panelists who have so far agreed to air their views include local Shrewsbury & Atcham MP Daniel Kawczynski and Suzanne Evans (who both support the 'Leave' campaign), and Arthur Hill (Shropshire Business Board) and Sam Fowles (Another Europe is Possible) (who support remaining in Europe). Members of the Chamber have a chance to put forward their questions before the event.



Meanwhile, a number of other events are on the horizon, including a tour of Salop Design's new training facility (April), a presentation by Shropshire Council's Chris Taylor about broadband investment (May), a tour of Shrewsbury Prison and buffet organised by Jailhouse Tours (June), and the ever-popular Shrewsbury Flower Show Networking Breakfast (August), which last year attracted 60 guests.

Members, guests and non-members are welcome to Chamber events; non-members are generally asked for a small fee to cover administration and catering charges (excludes the referendum debate). Attendees at all networking events must complete registration, via the events page on our website www.shrewsburybusiness.com, or by emailing info@shrewsburybusiness.com.

"Tickets have been going well for our EU referendum debate, since we announced it a few months ago," said Kevin Lockwood, Deputy Chairman of Shrewsbury Business Chamber. "I recommend that anyone wanting to attend to register soon for this and our other events, to avoid disappointment!"

COOPER GREEN POOKS REPORTS RISE IN SALES & LETTINGS

Cooper Green Pooks Commercial Property Consultants has reported a number of new commercial sales and lettings in the first few months of 2016.



19 College Hill has been let to Dolly Blue Bridal Studios, specialists in bridal wear and accessories, who are relocating to Shrewsbury from Whitchurch, where they have been since opening in 2013. The attractive self-contained four storey Georgian Grade II* Listed building totals about 132 sq m and was offered to let at an asking rent of £10,900 pa.

Unit 21, Vernon Drive, Battlefield Enterprise Park, Shrewsbury has been let to Penkrige Group, an established

transport and logistics company headquartered in Ellesmere. The Penkrige Group operate locally, nationally and internationally covering all modes of transport and logistics, and providing training and support services – making the group one of the largest consultancies worldwide.

Meanwhile, sale of a detached part-let newly built office at Shrewsbury Business Park – Michael Place, Anchorage Avenue has also been announced. The two-storey building forms part of the development of Plot 23 on the Park by Alaska Property Group. The ground floor is occupied by Handelsbanken and the first floor will be taken by Pure Telecom, the expanding Shrewsbury-based telecommunications services provider.

New member feature

WELCOME TO OUR NEW MEMBERS...

Shrewsbury Business Chamber has been representing businesses in the Shrewsbury area since 1903. As the main platform for businesses, membership of the Chamber is open to all business types. We recognise that the economy is a difficult one so we have kept our fees to a minimum, ensuring good value and good

services for members. We've introduced a new pricing structure so that home-based businesses can enjoy the benefits of full Chamber membership for a trial period of 12 months at a reduced rate, while student membership is free. For full details of our membership rate pricing structure, please see our website.

Auditel



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Auditel pioneered Cost Management in 1994, and over 20 years later have 120+ consultancy businesses trading under the Auditel franchise. In Shropshire, Auditel have 2 franchise businesses with Neil Crook based just outside Shrewsbury and Adrian Burton in Madeley. Together, Neil and Adrian combine their knowledge and experience to help organisations in Shropshire.

Recent projects have resulted in water rebates for a school and a local charity, a telecoms project for a travel agent, projects across energy, clinical waste and telecoms for a care home group and stationery, janitorial and photocopier projects for a number of schools.

The Auditel approach is designed to save internal management time and bring an expertise most organisations simply do not have internally with the added benefit of reducing costs whilst at least maintaining existing service levels. Auditel are currently the Utilities Partner of the Shropshire Chamber of Commerce and a Partner with the Shropshire Schools Business Managers Association.

Yarrington

Yarrington is an established, award-winning, marketing, design, video and event management company providing a full range of services from its offices in Shrewsbury to clients locally around Shropshire and national clients.

Their integrated offer is becoming vital to any successful marketing campaign as more projects need to work across the media, including print and digital solutions and often linked to live events and launches. Individually, their teams are specialists in their subjects but who can integrate their services to best suit the client and project.

The creative design team works from a state-of-the-art design studio with the latest equipment and software, and includes an in-house copywriter and photographic studio. The dedicated and highly experienced event management team delivers faultless events across the UK and Europe from 25-1500+ delegates.

An in-house video production unit provides training and corporate films, event opening sequences, live relay, on-site event edits and still photography.



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Cooper Green Pooks are a Shrewsbury-based property consultancy, regulated by the RICS dealing with commercial and residential property sales and lettings, property management and associated professional work primarily in the Shropshire and Mid Wales area but also throughout the UK.



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NEW ARMY CADET FORCE FOR SHREWSBURY COLLEGE

The Shropshire Army Cadet Force (ACF) is set to form a new Platoon at Shrewsbury College from September. Staff Sergeant Instructor Gray from Shropshire ACF, will run the Shrewsbury College Platoon (RIFLES), which will parade on a Wednesday afternoon from 2-4pm at the College on London Road, as part of the College's already vibrant enrichment programme.

A special recruitment event will be held at the College along with the Army Reserve Platoon on 6th July from 9am to 1pm, as part of the College's Welcome Event for students starting this September. As part of the merger proposal, all students aged 16-18 from Shrewsbury College, Shrewsbury Sixth Form College and New College Telford are invited to participate. Shrewsbury College staff will also be invited to be trained and contribute to the cadet force.

Catherine Armstrong, Assistant Principal for Curriculum and Operations, said: "Our Enrichment programme is an important part of every student's time at the college. It aims to provide our students with a wealth of different learning and leisure activities, which enhance their chosen subjects, enrich



Catherine Armstrong, Assistant Principal, Public Services student Jacob Davies, with SSI Craig Gray. (in front) Public Services students Jack Barker and Megan Arnold

them as individuals and provide the opportunity for them to try new things. We are always seeking to expand opportunities for students and are really pleased that this partnership is being developed. We aim to launch the Platoon on 5 September, 2016 during the College's induction week, and will be busy informing all current students and applicants about this exciting opportunity in advance of this date."

The Army will be informing current Senior Cadets that should they be moving to Shrewsbury College to study in September, they can transfer to the new Platoon.

SSI Gray said: "Being an Army Cadet means that you get to do lots of activities you wouldn't normally do, we will teach you leadership skills, discipline and give you self-confidence you never thought possible. You will learn a wide range of transferable skills such as the ability to

command tasks, make decisions under pressure, plan and organise tasks and work as an effective team player as well as independently, anybody that enjoys been outside and wants to push themselves further than they knew they could this is definitely something for them."

BUSINESSES INVITED TO ANNUAL CONFERENCE OF MARCHES LEP

Businesses are invited to hear from a panel of experts, including speakers from Jaguar Land Rover and BT, at the annual conference of the region's Local Enterprise Partnership.

The event, on April 27, will see the launch of the Annual Report of the Marches LEP and hear an update on how the economy of the region is faring. Meeting the Challenges is the theme of the annual conference, which will focus on skills, connectivity and cyber security.

Chairman of the Marches LEP, Graham Wynn OBE, said: "We are inviting business representatives from across the region to be part of this event, we want their views and their input into how they, and we as a LEP, are Meeting the Challenges of economic growth.

"We also want to update and engage the business community in our work as we, and our local authority partners, deliver projects which will create thousands of homes and jobs in Herefordshire, Shropshire and Telford & Wrekin. We will also be hearing from a guest speaker on the development of the Midlands Engine, and how the Marches is playing its part."

More than 350 people are expected to attend the event at Ludlow Racecourse, which will run from 9am to 12.30pm, and includes a panel and audience discussion.

Among the guest speakers are cyber security expert DCI Sean Paley of Warwickshire & West Mercia Police and two

speakers on broadband and connectivity – Bill Murphy, Managing Director for Next Generation Broadband Access and Malcolm Corbett, CEO of the Independent Networks Co-operative Association.

Chairman of the Marches LEP, Graham Wynn OBE, said: "We need to break down the barriers to growth which Marches businesses face if we are to succeed in our ambitions both here, and in the wider Midlands region.

"Our annual conference is about how we are Meeting the Challenges and also a chance for us to actively engage with businesses in the programme of work we are tasked with to develop the economy on their behalf, and on behalf of everyone who lives and works here."



Graham Wynn OBE, Chairman of the Marches LEP

Places at the conference are limited and anyone who would like to attend should register their interest by emailing enquiries@marcheslep.org.uk.

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Members' networking

CHAMBER NETWORKING EVENT CALENDAR

Chamber networking meetings were held earlier in the year at Origins Restaurant and the Agency, and featured talks from Trevor Osborne about his plans for Shrewsbury Prison, Barry Sheldon about Business Crime, and Joan Woulfe from Cooking Marvellous.

Our most up-to-date calendar of networking events can be found on the events page of our website, www.shrewsburybusiness.com. Bookings for most events are made via the links to Eventbrite. The Business Chamber is pleased to announce the latest addition to the calendar, a chance to network as well as look around Shrewsbury Prison on Wednesday, 15th June.



This guided two-hour tour led by ex-officers of the Dana Prison will take you to never-before-seen areas of the prison, where you will learn about its history dating back to 1793, its inmates, daily life, visits and prison work as well as discover the truth behind the Dana's grisly history with executions.

<i>Date</i>	<i>Event</i>	<i>Venue</i>
Wednesday 20th April 2016	Members' networking meeting, with Chamber Executive Committee member Richard Homden of Salop Design speaking about apprenticeships	Salop Design
Wednesday 18th May 2016	Members' networking meeting, with Chris Taylor talking about Broadband	The Agency, Shrewsbury College
Wednesday 15th June 2016	Buffet, followed by tour of Shrewsbury Prison	Shrewsbury Prison
Wednesday 20th July 2016	Tour of Shrewsbury town, led by Stan Sedman, followed by dinner at Morgans	Town centre/Morgans
Friday 12th August 2016	Breakfast at Shrewsbury Flower Show	Quarry Park, Shrewsbury
Wednesday 21st Sept. 2016	Shrewsbury Business Chamber AGM	tbc



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Members' news

FLYING START TO 12 CHALLENGES

A son's mission to raise £8,000 for Macmillan Cancer Support, to say thank you to the charity for supporting his father who is battling terminal cancer, has got off to a flying start as he prepares for his next challenge. Max Ball, 24, a marketing assistant at Shrewsbury-based caravan dealership Salop Leisure, has set himself 12 different sponsored challenges – MaxAndTheMac12 – during 2016. He has already taken on a solo bungee jump at Tamworth Bungee Club in February and was joined by workmates Emily Ridge and friend Ash Peille for the Dash of the Titan mud run in Nottinghamshire.

The challenges to date have raised £3,467, which includes a £1,200 contribution from Salop Leisure workmates Tony Cooke and Ed Glover, who took part in the 2016 Macmillan 4x4 Challenge. Next up is a team challenge where Max, with Salop Leisure workmates Scott Higgins and Chris Evans and friends John Marshall and Steve Drury, will take on local motor dealership group Greenhous in a race to sit on half the 9,875 seats in Shrewsbury Town's Greenhous Meadow stadium. Both teams are being sponsored for the challenge with all the money going to Macmillan Cancer Support.

Max is also preparing to perform a scene from 'Much Ado About Nothing' in The Square in Shrewsbury for Shakespeare Day on April 23. There will also be a Shakespeare themed treasure hunt with a poem leading hunters to different places in the town. Performances will take place throughout the day and volunteers from Macmillan Cancer Support will be collecting donations.



Max with his father Steve, and the T-shirt printed for his challenges

Salop Leisure is organising a charity football match against Greenhous at the Greenhouse Meadow Stadium on May 13, with the motor company out to avenge a 3-1 defeat last year. Other events in the challenge series are the Rough Runner Challenge on May 15, Shrewsbury Half Marathon on June 19, the National Three Peaks Race from July 1-3, a foot golf tournament on July 24, white water rafting in Llangollen and a 24-hour squashathon at Kingsland Squash Club, Shrewsbury in August, Shrewsbury Sprint Triathlon on September 4 and a 106-km ride at Ludlow Cycling Festival on September 18. As an extra fundraiser, he's planning a bake-off at Salop Leisure to coincide with Macmillan's World's Biggest Coffee Morning on September 30.

Anyone wishing to support Max can donate money by visiting www.justgiving.com/MaxAndTheMac12/.

LANYON BOWDLER MENTORS STUDENTS IN DEBATING SKILLS

Dozens of students came together for a debating competition as part of a new project set up by a trainee solicitor at a Shropshire law firm.

Holly Edwards, who works at Lanyon Bowdler Solicitors, created the Debate-Ed programme for sixth form students to mentor school pupils to develop their debating and presenting skills. The competition took place at Shrewsbury Sixth Form College with students from Adams Grammar School, Meole Brace and Prestfelde School taking part.

A team from Adams Grammar School were the overall winners and they were presented with a trophy, donated by Lanyon Bowdler Solicitors, who had sponsored the programme and provided support and resources towards its development.

Judge Jim Tindal and Shrewsbury's Mayor, Councillor Miles Kenny, both sat on the judging panel for the competition and gave the children words of encouragement.

Shrewsbury and Atcham MP, Daniel Kawczynski, spoke to the students to give them advice and tips, and members of staff from Lanyon Bowdler also provided support. Four rounds of debating took place with the final being held in the main hall in front of more than 50 people, on the topic of whether the Government should introduce a sugar tax.

Holly, who launched Debate-Ed back in September, said the project had been a great success. She said: "A huge well done to everyone who took part, impressing the judges with their critical thinking and speaking

skills. Giving students the opportunity to talk about interesting topics over a number of sessions has really helped build their confidence and encouraged them to think more deeply about current issues in the world."

Judge Jim Tindal praised the students debating skills, saying: "Everyone who participated in this competition has reason to feel proud. "The quality of debating was very high, remarkably so with some of the younger competitors. And some of the best debaters would be capable of conducting a simple court trial now. They were that good."

In total, more than 100 pupils have participated in the Debate-Ed workshops.

Holly added: "We have had some great feedback from the pupils. Debating skills are very important for a law career, but whatever job you do, the ability to be analytical and see things from different points of view is hugely useful. I used to do debating at university and was part of the Debate Mate programme,

which runs debating sessions with schools in big cities across the UK. When I came back to Shropshire, I was keen to set something up with schools here, and approached Shrewsbury Sixth Form College with the idea of some students becoming mentors and it's gone from there."

Holly said the programme was looking to recruit more mentors to teach sessions at their local secondary schools from May. For more information about the programme, visit the website at www.debate-ed.co.uk or connect on twitter @debate-ed.



SEVERNSIDE HOUSING OFFERS SHARED OWNERSHIP APARTMENTS

Local housing association Severnside Housing is offering people a unique opportunity to get their foot on the property ladder. Severn Homes, a division of Severnside, has 15 new, high quality two-bed apartments for shared ownership at The Old Meadow, Shrewsbury, built by Barratt David Wilson Homes.



Kate Royle, Market Rent & Sales Manager at Severn Homes, explains: "The shared ownership apartments at The Old Meadow form part of a lovely gated community. With prices starting at just £42,500 for an initial 25% share, they are a great way for people to get a foot on the property ladder. What's unique about these properties is that when finances allow customers will be able to buy 100% of their home, instead of the normal 80% restriction."

Shared ownership is an affordable way for people to buy an initial share of their home (typically 25-50% of the home's value) and then pay a small rent on the remaining share owned by the housing association. When finances allow they can staircase in increments until they have reached the maximum purchase allowed.

Along with its extensive new build programme, Severnside partners with a number of quality house

builders to buy new homes, on development sites, to help them meet priority housing need in Shropshire. Anyone interested in purchasing one of these shared ownership apartments can contact local estate agent Monks on 01743 361422, www.monks.co.uk or visit the Severn Homes website www.severnhomes.co.uk where there is also lots of useful information about shared ownership.

EXPANSION CONTINUES FOR BALDWINS WITH FOUR ADDITIONAL OFFICES...

One of the largest independent accountancy businesses in the UK is continuing its expansion after almost doubling its size in the last 12 months with the acquisition of four more offices across the Midlands, these have all been completed in a single week with a further deal anticipated. Baldwins Accountants has taken its total number of acquisitions to 11 over the last year after taking over Fox Evans in Coventry; Andrews, Orme & Hinton in Shrewsbury; Geraint Humphreys & Co in Oswestry and Gorings Chartered Accountants in Ilkeston. All the companies will be incorporated into the Baldwins Accountants' group to increase the number of staff throughout the company to over 400.

David Baldwin, a partner at Baldwins Accountants, said there are still a number of significant acquisitions in the pipeline. "Last year was the strongest period of growth in our 45-year history and we are determined to sustain our plans for further expansion," he said. "We are in discussions to secure further acquisitions across the UK as we turn our strategic plans for growth into reality. In 2015, we moved into new areas for the first time such as Worcester and Gloucester as well as adding to our presence in towns and cities where we had existing offices.

"We have been working on the acquisitions with Fox Evans; Andrews, Orme & Hinton; Geraint Humphreys & Co; and Gorings Chartered Accountants for several months and we are pleased to have completed the deals. They will all complement our existing services with the experience of their staff and we will be able to expand the range of services available to their customers so it is a win-win situation. We have made substantial investment in our tax, corporate finance, banking and payroll teams to support the group's growth and the needs of our clients. Our presence in Shropshire and Mid-Wales was strengthened by our acquisition of five Turner Peachey offices in 2014 and we have been looking for opportunities to further add to our portfolio... we are keen to continue to grow organically over the coming months and maintain a steady but constant expansion of our business throughout the UK."

LAW FIRM'S REACH FOR THE SKIES

A Shrewsbury law firm will help the region's thriving aerospace industry grow after signing up as the latest member of the Midlands Aerospace Alliance. FBC Manby Bowdler has joined the association to support the development of the sector in the Midlands, which is home to more than a quarter of the UK's aerospace industry.

The firm also has offices in Telford and Bridgnorth and has a proud tradition of advising the manufacturing sector on issues including dispute resolution, litigation, planning, employment and intellectual property. James Sage, Partner and head of the Corporate team at FBC Manby Bowdler, said the move was a natural step for the firm.

"The Midlands is home to industry giants, such as Rolls Royce, but also hundreds of supply chain companies, from the makers of aero-engine parts to centres of innovation where aerospace systems are designed and built," said James.

"The industry employs 45,000 people within the manufacturing space for global aerospace markets. Over our long history, we have acted for many manufacturing firms that supply the aerospace sector so joining the MAA was a natural progression. Membership of the MAA gives us a great platform to showcase how we can help businesses in the sector to grow and improve."



SALOP LEISURE AND SABRINA BOAT PARTNER TO ENTICE MORE TOURISTS

Two popular Shrewsbury tourism businesses and Chamber members, bringing thousands of visitors to the 'Town of Flowers' every year, have teamed up to provide an attractive package for coach groups. The Sabrina Boat, which provides 45-minute cruises seven days a week on the River Severn, as well as private hire and themed events throughout the season, is working with award-winning caravan dealership Salop Leisure at Emstrey to offer coach groups an interesting day out.



Following their River Severn cruise with a live commentary of the town's history and places of interest, coach groups are offered a package including afternoon tea at Salop Leisure's Love Coffee restaurant and a visit to the on-site Love Plants specialist plants centre, caravan and motorhome saleroom and holiday home village. "Salop Leisure's Love Coffee restaurant and the Love Plants garden centre provide a good attraction in an absolutely ideal location," said Sabrina Boat's Mark Hooper. "We are delighted that Salop Leisure is keen to work with us to provide an attractive package for coach groups. The more businesses that we can team up with in the town, the better it will be for everybody. Tourism in Shrewsbury is going through the roof and we have an average of 1,200 people a week on Sabrina Boat cruises during the season."

Thank you to all those who have contributed to this issue of the Shrewsbury Business Chamber Magazine. The opinions expressed in this magazine do not necessarily represent the views of the editor, or those of Shrewsbury Business Chamber. The articles or photographs appearing within this magazine must not be reproduced without the written permission of the author and the Shrewsbury Business Chamber Executive Committee. Shrewsbury Business Chamber accepts no responsibility for any loss suffered by any reader as a result of any notice, article or statement.

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Cover photograph of Severn Hospice's Forget-me-not Appeal at Shrewsbury Castle by Jamie Burgoyne of *sportsMODE* pr & design.